



PACIFIC TRADE INVEST AUSTRALIA ANNUAL REPORT 2024



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Polynesian dancers in traditional costume

Cover Image : Traditional craftsmanship in the highlands of Papua New Guinea

ABOUT PTI AUSTRALIA



WHO WE ARE

Pacific Trade Invest (PTI) is the Pacific region's leading trade and investment promotion agency. PTI is tasked by the Pacific Islands Forum (PIF) Leaders to facilitate trade and investment deals between the economies of the Pacific Island Countries and Territories and the rest of the world.

PTI Australia was founded in 1979 and is funded by the Australian Government.

WHAT WE DO

PTI Australia operates as a trade and investment promotion organisation (TIPO). Our primary role is to facilitate commercial opportunities for export-ready and investment-ready Pacific businesses in global markets.

WHY WE DO IT

PTI Australia works to improve the livelihoods of Pacific peoples through the sustainable economic development of the Blue Pacific. This is in line with:

- PIF vision of *"a region of peace, harmony, security, social inclusion, and prosperity, so that all Pacific people can lead free, healthy and productive lives"*
- and the DFAT priority of contributing to *"economic prosperity in the Pacific"*.

HOW WE DO IT

PTI Australia supports Pacific businesses in a range of ways. We build capacity through the provision of strategic resources and providing specialised business support. We create connections through introducing Pacific businesses to Australian importers, distributors, buyers, and investors.

OUR CLIENTS

We work with Pacific businesses to facilitate trade and investment deals.

- Our trade clients are businesses in the Pacific looking to grow in the Australian market.
- Our investment clients are businesses in the Pacific looking to secure foreign investment.

OUR PARTNERS

PTI works in 16 Forum Island Countries (FICs): Cook Islands, Federated States of Micronesia (FSM), Fiji, French Polynesia, Kiribati, Republic of Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

Our work strategically complements and collaborates with member governments, multinational, regional and national organisations, investment agencies, tourism promotion organisations, aggregators, financial institutions and specialist service providers.



South Pass Fakarava, Tahiti

TRADE COMMISSIONER'S FOREWORD

I am immensely proud to present PTI Australia's remarkable achievements for 2024. This milestone year marked 45 years of operation, during which we facilitated record-breaking results. Through 2024, PTI Australia's efforts resulted in an unprecedented A\$92,543,676 in export facilitation and A\$1,300,000 in investment facilitation—the highest combined figures in PTI's history. Of this, our tourism team contributed an extraordinary A\$73,938,343 in trade deals, showcasing the strength and resilience of Pacific tourism. These figures underscore the significant and tangible impact of PTI Australia's work in enhancing the livelihoods of Pacific people.

At the heart of our work is the mission to champion Pacific businesses globally. In 2024, we achieved this through impactful programs and initiatives designed to support exporters, tourism operators, and investees in strengthening their businesses.

Some highlights from our Tourism team include participation in the *Treasures of the South Pacific Roadshow* across multiple Australian cities, including Sydney, Newcastle, Brisbane, Adelaide, and Melbourne, which spotlighted the *Hidden Treasures of the South Pacific* - lesser-known destinations and experiences across the region that offer unique cultural interactions, untouched natural beauty, and authentic local hospitality. Through the Roadshow, Australian tourism agents and buyers gained valuable insights and connections to support and promote these emerging Pacific tourism destinations. We facilitated tourism operators from across the region to take part in two face-to-face *Digital Tourism Workshops*, providing insights on enhancing digital presence and payment solutions. We supported businesses in Fiji through the *Blue Lane Initiative*, enhancing marketing efforts to boost visibility and booking revenue in the yachting segment. Additionally, we continued our longstanding support of Pacific-based tourism operators in developing and maintaining fully functional websites with booking engines and channel managers through our ongoing *Digital Tourism Program*.

Our export contributions in 2024 continued to drive opportunities for Pacific businesses to shine on the global stage. A highlight was supporting businesses from across the Blue Pacific region as

they showcased their premium products – from cocoa and tuna, to chilli sauce and kava at the renowned *Fine Food Australia* event, where they connected with buyers and distributors across the Australian market. Through the *PTI Australia Digital Services Program*, we empowered Pacific professionals to thrive as online freelancers, unlocking new income streams and global networks. Our mission trips across the region deepened partnerships and opened doors to fresh opportunities, while our *Freight Assistance Package* alleviated rising costs, ensuring Pacific exporters remained competitive and connected.

Throughout the year, PTI Australia also played a vital role in contributing to the business enabling environment of the Pacific. We produced the biennial *Pacific Islands Export Survey* alongside three additional reports: *Driving Economic Resilience: Pacific Trade Invest's Decade of Progress*, the *Pacific Islands Export Survey 2024 GEDSI Report*, and the *Carbon Credit Investment Opportunities in the Pacific* report. These publications provided valuable insights and knowledge to stakeholders across the region, reflecting our commitment to renewable energy opportunities and advancing gender equality and disability, and social inclusion.

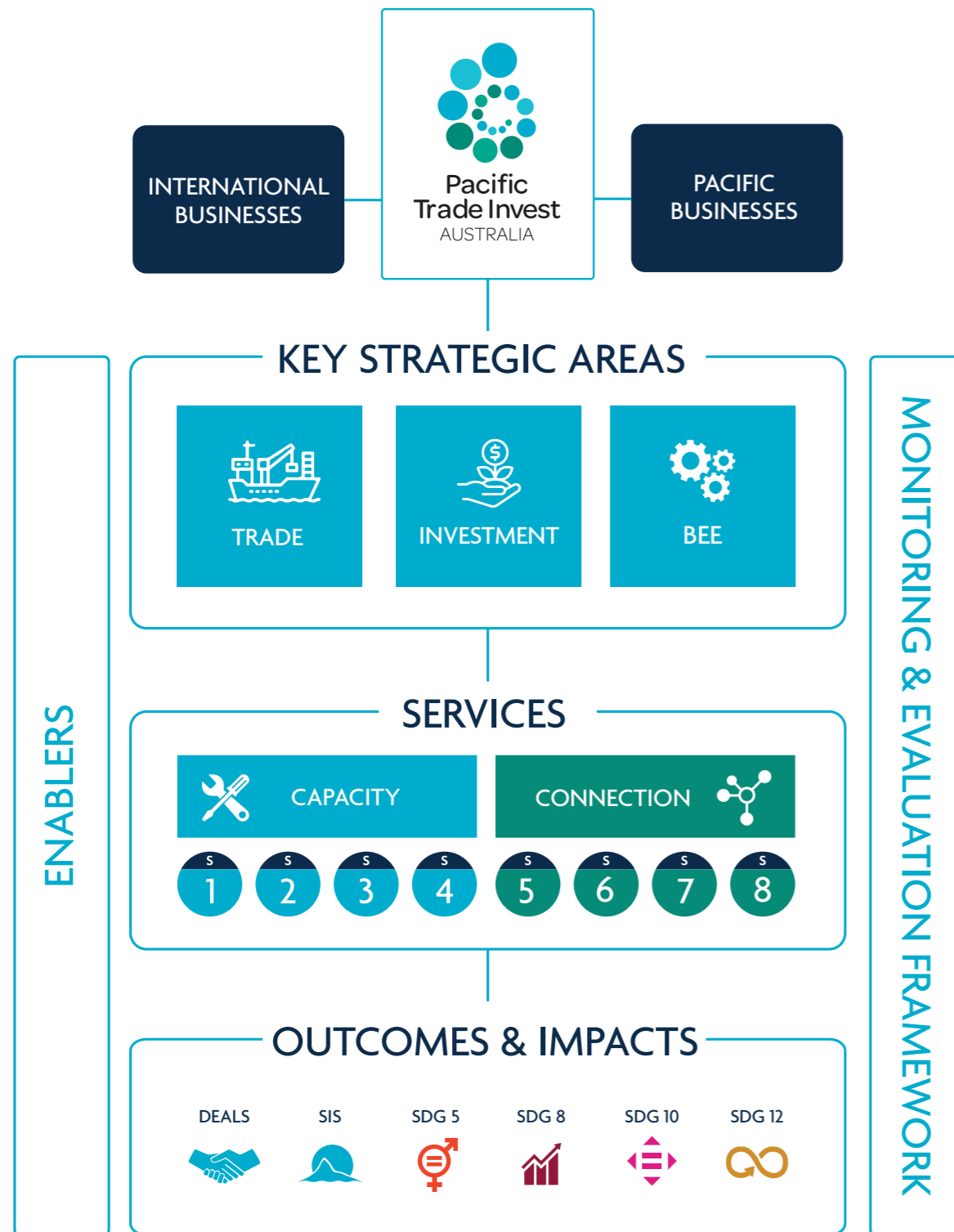
This year also saw significant changes within PTI Australia. We farewelled Caleb Jarvis, our Trade and Investment Commissioner of 15 years, as he transitioned into his new role as General Manager of PTI's global network. We are delighted to welcome Tim Martin as our new Trade Commissioner, who brings a wealth of experience and fresh perspectives to the role. Additionally, we expanded both the export and investment teams, ensuring a full house brimming with expertise, optimism, and passion.

As we look ahead to 2025, the team at PTI Australia remains committed to contributing to the sustainable economic growth of the Blue Pacific. Together with our network of partners and the formidable businesses we support, we will continue to drive progress and create meaningful impact for the region.

Jeremy Grennell
Acting Trade Commissioner
Pacific Trade Invest Australia

STRATEGIC FRAMEWORK

STRATEGY MODEL



STRATEGIC FRAMEWORK

STRATEGY MODEL - EXPANDED

To fulfil the Key Strategic Areas (KSAs), PTI Australia delivers **Services** under eight categories:

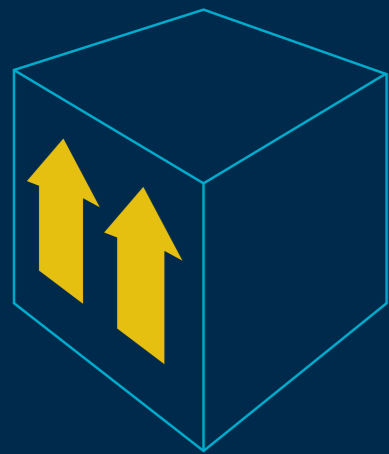


PTI Australia's work is measured by the **Outcomes and Impacts** it delivers for Pacific businesses and people.

OUTCOMES & IMPACTS		FURTHER INFORMED BY				
	DEALS Facilitating connections that create commercial outcomes for Pacific businesses.	Blue Pacific 2050 Thematic Area: Resources and Economic Development	Blue Pacific 2050 Thematic Area: Climate Change And Disasters	Blue Pacific 2050 Thematic Area: Ocean And Environment	Blue Pacific 2050 Thematic Area: Technology And Connectivity	Australian Government- GEDSI analysis - Good Practise Note
	SMALL ISLAND STATES Actively identifying opportunities in trade and investment for the Pacific's SIS.					Pacific Regional E-commerce Strategy
	SDG 5 - GENDER EQUALITY Actively supporting export performance of, and investment in, women-led and owned businesses in the Pacific.					
	SDG 8 - DECENT WORK AND ECONOMIC GROWTH Promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for Pacific people.					
	SDG 10 - REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES Contributing towards reducing inequalities within and among the Pacific, through operations and influence on trade practices.					
	SDG 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION Facilitating exports and investment linked with sustainable consumption and production patterns.					

PTI Australia

2024 PERFORMANCE HIGHLIGHTS



A\$92.5m
trade facilitated

251
export deals



A\$1.3m
investment facilitated



888

services provided

438

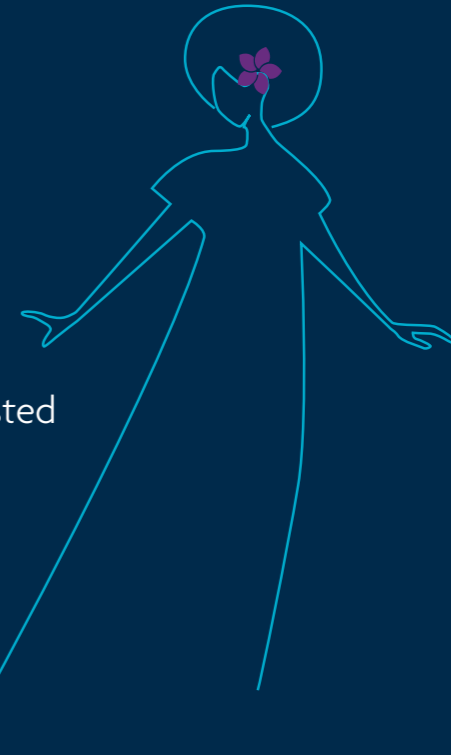
women-led
businesses assisted

number of deals for
women-led businesses **185**

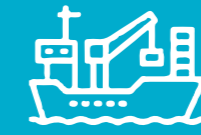


16

countries
serviced



KEY STRATEGIC AREAS





OUR TRADE WORK IS SPLIT INTO TWO DISTINCT STREAMS: EXPORT AND TOURISM

In 2024, PTI Australia's trade team achieved record-breaking results, facilitating **A\$ 92,543,676** in trade deals, across the export and tourism service streams.

This remarkable accomplishment was made possible by working with **757** Pacific businesses, **437** of which were women-led, to assist them in establishing themselves or growing in the Australian market.

STREAMS



EXPORT



TOURISM

IMPACTS



DEALS



SIS

SDGs



SDG 5



SDG 8



SDG 10



SDG 12

EXPORT

Throughout the year, the export team provided avenues for capacity or financial support and introduced Pacific businesses to importers, distributors and buyers across Australia. PTI Australia contributed towards the freight costs of 32 exporters through the *Freight Assistance Package*. The team fostered internal capacity growth for Pacific business professionals through the *Digital Service Program*, *Brand Foundations Workshops*, and *Social Media Masterclass*, as well as partnering with V-Lab to host a workshop as part of their *Island to Global* program. In September, PTI Australia spotlighted nine Pacific exporters at *Fine Food Australia* the southern hemisphere's leading trade exhibition for the food, hospitality, and retail sectors, generating significant interest in high-quality products from the Blue Pacific. The export team strengthened regional partnerships and collaboration efforts, taking part in the *Vanuatu National Economic and Investment Forum 2024*, the *Naturally Good* trade show, the *PHAMA Plus Program Coordinating Committee* meeting, and the *Australia Pacific Islands Business Council Annual General Meeting*.

By providing targeted support and expertise, in 2024, PTI Australia's export work played a vital role in helping Pacific businesses establish a foothold or expand into the Australian market, underscoring PTI's commitment to fostering sustainable economic growth across the region.

TOURISM

In Tourism the *Digital Tourism Program* went from strength to strength in 2024. In its twelfth year of operation, the program supported a record of 108 Pacific tourism operators, offering businesses tangible access to workshops, website builds and essential digital management tools. The highly successful program, which is designed to support tourism operators in their access and command of the digital tools necessary to tap into international markets, is now operational in 10 Forum Island Countries. The year 2024 saw PTI Australia's *Digital Tourism Program* generate a record value of foreign income into the Blue Pacific tourism trade. With a focus on the Small Island States, the *Digital Tourism Program* hosted *Advanced Digital Tourism* workshops in Nauru, Kiribati, and the Republic of Marshall Islands, as well as in the Solomon Islands. The tourism team further raised the profile of Small Island States through the *Hidden Treasures of the South Pacific* program, including taking part in a roadshow and undertaking tourism promotional activities for FSM, Kiribati, Nauru, Marshall Islands, Tonga and Tuvalu.

Throughout the year, PTI Australia's Tourism work also focused on building connections and capacity across tourism industry bodies and stakeholders, which included leading a presentation at *Fiji's Tourism Super Week*, participating in *Fiji's Tourism Investment Summit*, and the *South Pacific Tourism Exchange*.

CASE STUDY

FIJIAN HOST - EMPOWERING COMMUNITIES THROUGH TOURISM INNOVATION



In April 2024, PTI Australia connected with Fijian Host, an innovative start-up dedicated to connecting rural and maritime communities in Fiji with the national tourism value chain. Founded by Josaia Buarua, Alifereti Yauvoli and Orisi Samoce, Fijian Host is on a mission to drive community development by creating income opportunities for individuals and households through direct bookings from international travellers.

The partnership began at Tourism Fiji's *Tourism Super Week* in Nadi, where PTI Australia identified opportunities to support Fijian Host's growth through its *Digital Tourism Program*. This included providing digital upskilling, access to world-class tools such as booking managers and payment gateways, and guidance on integrating these technologies into the business model.

Throughout the year, Fijian Host participated actively in the *Digital Tourism Program*, yielding remarkable progress. The support enabled Samoce to fast-track the business's pilot phase, with key milestones including the completion of the *Hummingbird™ Growth Starter System* course, a tailored program designed to equip entrepreneurs with essential skills in business planning, digital marketing, and operational

efficiency. Additionally, PTI Australia supported the integration of booking engines and payment gateways into the Fijian Host website, ensuring a seamless user experience for both hosts and travellers.

Reflecting on the impact of the partnership, Samoce said:

"The Hummingbird course has truly been a game changer. It has aligned my business approach and strategies, equipping us with the right tools to make a strong entry into the market. I'm super excited about what lies ahead."

In September, Fijian Host's progress was further recognised with a *Business Ready Support Scheme* grant from the iTaukei Trust Fund Board and by being shortlisted for the *Young Entrepreneurs Scheme* grant by Fiji's Ministry of Commerce, Trade, Tourism and Transport. These milestones have positioned the business for a successful launch in 2025.

The pilot phase is now underway in Navuniivi village, focusing on finalising the onboarding process for new hosts. By empowering communities with digital tools and direct access to international tourism markets, Fijian Host is set to create lasting economic opportunities for Fiji's rural and maritime regions.



INVESTMENT

IMPACTS

DEALS

SIS

SDGs

SDG 5

SDG 8

SDG 10

SDG 12

ATTRACTING CAPITAL TO FOSTER SUSTAINABLE ECONOMIC GROWTH AND PROSPERITY IN PACIFIC COUNTRIES

PTI Australia's investment services focus on identifying and facilitating high-quality investment opportunities for Pacific businesses that create long-term positive impacts for the businesses and their communities. In 2024, the PTI investment team facilitated **A\$1,300,000** of foreign investment into Pacific businesses, contributing to the bolstering of economic growth and employment opportunities.

Working with **35** businesses directly, the investment team provided bespoke and confidential services to Pacific businesses, including the provision of resources, capacity, and financial support, to best connect potential investees with intentional and committed foreign investors. PTI Australia also worked with Australian investors looking to explore and pursue business opportunities in the Pacific region.

Throughout the year, the team collaborated closely with industry bodies, national Investment Promotion Authorities (IPAs), business councils and forums to maximise cooperative efforts across the Blue Pacific. The investment team participated in the *Fiji-Australia/Australia-Fiji Business Councils Joint Forum* in Fiji, the *Business Advantage PNG Investment Conference* in Brisbane, the *Oceania Renewable Power Summit* in Auckland and the *13th Australia Solomon Islands Business Forum*.

Throughout the year PTI Australia focused on promoting opportunities for the Pacific to continue to cultivate a lucrative market for green energy production. This work included contributing to a Pacific-first, the region's pre-eminent green hydrogen power plant. PTI Australia's green energy focus doubles down on PTI's vision of improving the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific, through encouraging business partnerships that spur positive social and environmental innovation.

CASE STUDY

PACIFIC'S FIRST GREEN HYDROGEN POWER PLANT DRIVES RENEWABLE ENERGY REVOLUTION



In 2024, PTI Australia took a significant step towards sustainable energy development in the Pacific by announcing its support for Hydrogen Power Fiji, a subsidiary of HDF Energy, to develop the first green hydrogen power plant project in the region. The venture aims to bolster Fiji's energy independence while reducing its trade deficit by transitioning away from imported heavy fuel oil.

This pioneering project, to be located on Viti Levu, Fiji's largest island, will introduce 'Renewstable' power plants, a cutting-edge innovation by HDF Energy. These plants integrate intermittent renewable energy sources, such as wind or solar, with onsite energy storage in the form of green hydrogen. The result is a stable and consistent power supply, addressing the challenge of intermittency usually associated with renewable energy.

The initiative aligns with Fiji's goal of achieving 100 per cent green electricity by 2034, and will contribute to a 30% reduction in emissions by 2030. It also promises economic benefits by creating local employment opportunities and nurturing skills within the community.

Ildo Agnetti, Business and Project Developer at HDF Energy, expressed gratitude for the support from PTI Australia, emphasising its significance in introducing Renewstable technology to Fiji.

"We are delighted to receive support from Pacific Trade Invest to introduce our Renewstable power plant, which will provide stable and dispatchable renewable electricity to Fiji. This collaboration not only underscores the confidence that Pacific Trade Invest has in our solution but paves the way for similar projects across the Pacific Islands."

Mr Agnetti highlighted the potential for similar projects across the Pacific Islands, indicating a broader shift towards sustainability in the region.

Beyond Fiji, HDF Energy envisions replicating the success of the Renewstable project in other Pacific Islands, catalysing positive change towards a greener and more resilient future. This collaboration marks a crucial step in advancing renewable energy solutions and fostering energy independence in the Pacific region.

PTI Australia serves as the lead trade and investment promotion agency in the Pacific, while HDF Energy, a global leader in the hydrogen industry, remains committed to developing large-scale hydrogen infrastructure and fuel cell technology.

With the launch of the green hydrogen power plant project, Fiji embarks on a transformative journey towards sustainable energy production, setting an example to other island nations striving for a cleaner and more sustainable future.

Solar energy farm on an artificial island



BEE

CONTRIBUTING INFORMATION AND INFLUENCING INFLUENCERS TO ADVOCATE FOR A BETTER FIC BUSINESS-ENABLING ENVIRONMENT

PTI Australia's Business Enabling Environment (BEE) work flourished in 2024, with the team commissioning new studies, reports and taking part in a broad range of regional conversations to support decision-makers identify needs and opportunities for business across the Blue Pacific.

In its second year of key strategic area dedication, the BEE team published the *Pacific Islands Export Survey 2024*, providing vital insights into the opinions and actions of exporters across the region over the prior two years. The 2024 report marks 10 years of biennial research compiling valuable snapshots into export business dynamics across the region and received a record number of respondents since inception. Marking this occasion, PTI Australia also released *Driving Economic Resilience: Pacific Trade Invest's Decade of Progress*, a comprehensive longitudinal analysis of 10 years of *Pacific Islands Export Survey* series data, compiled by Luke Houghton of the Griffith Asia Institute. The report analyses trends, developments and challenges across the decade, providing industries, governments, and stakeholders with valuable data on long-term exporting dynamics. Further, with a firm focus on gender equality, disability and social inclusion, this year PTI Australia released a dedicated *Pacific Islands Export Survey 2024 GEDSI Report*.

The BEE team also finalised the *Carbon Credit Opportunities in the Pacific* report, a high-level research project exploring carbon emission reduction technology, products and activities capable of generating carbon credit markets within the Pacific. This project looked to support new and emerging Pacific industries explore areas that activate local and regional priority policy areas. PTI Australia participated in the Brisbane policy dialogue on *Enhancing Pacific Ecosystems for Entrepreneurship and Innovation* to share the findings of the report.

As part of PTI Australia's commitment to information exchange and collaborative partnerships, in 2024, the team warmly welcomed Alick Robsen Joe from the Vanuatu Foreign Investment Promotion Agency, to gain hands-on trade and investment promotion experience as intern in the office.

Across the year, all team members regularly met with and shared insights with partner organisations, government officials, tourism authorities, regional bodies, academics and journalists.

IMPACTS



SDGS



SDG 5



SDG 8



SDG 10



SDG 12

CASE STUDY

PTI AUSTRALIA'S DECADE OF DATA



2024 marked a decade of PTI Australia's *Pacific Islands Export Survey* series. Since 2014, PTI has been conducting research into the activities, challenges and opportunities of exporters across the Blue Pacific. The longstanding research project has consistently provided decision-makers with a better understanding of the realities of being an exporter in the region.

In honour of 10 years of data, PTI commissioned Luke Houghton of the Griffith Asia Institute to conduct a report, *Driving Economic Resilience: Pacific Trade Invest's Decade of Progress*. The report analyses patterns of, and influences on, export growth across the decade.

The report found that enduring challenges for Pacific exporters include access to finance, supply chain and logistics hurdles, and lack of access to skilled labour. Extreme weather, including cyclones, droughts, and rising sea levels, have had an increasingly severe impact on businesses across the years. In terms of positive shifts, the rise of ecommerce saw significant growth in the region, notably and most starkly after the COVID-19 pandemic.

The report also highlighted the remarkable resilience of Pacific exporters, who showed tenacity and agility in the face of both changing and compounded systemic challenges. Each survey wave showed diligence and innovation among the exporter community, implementing a wide array of initiatives actioned to increase exports.

Associate Professor Luke Houghton, a member of Griffith University's Asia Institute, said the report celebrated the incredible resilience of Pacific exporters, while recognising the need for continued collaboration to overcome systemic challenges.

"The survey underscores the essential role of collaborative efforts between governments,

regional organisations, and the private sector. Through targeted interventions and sustained support, these partnerships have helped foster growth and stability, even in the face of significant obstacles," he said.

"The Pacific Islands Export Survey not only sheds light on the experiences of businesses over the past decade, but also serves as a roadmap for the future. By identifying key areas for improvement and celebrating the achievements of resilient exporters, it reinforces the importance of continued investment and collaboration in the region."

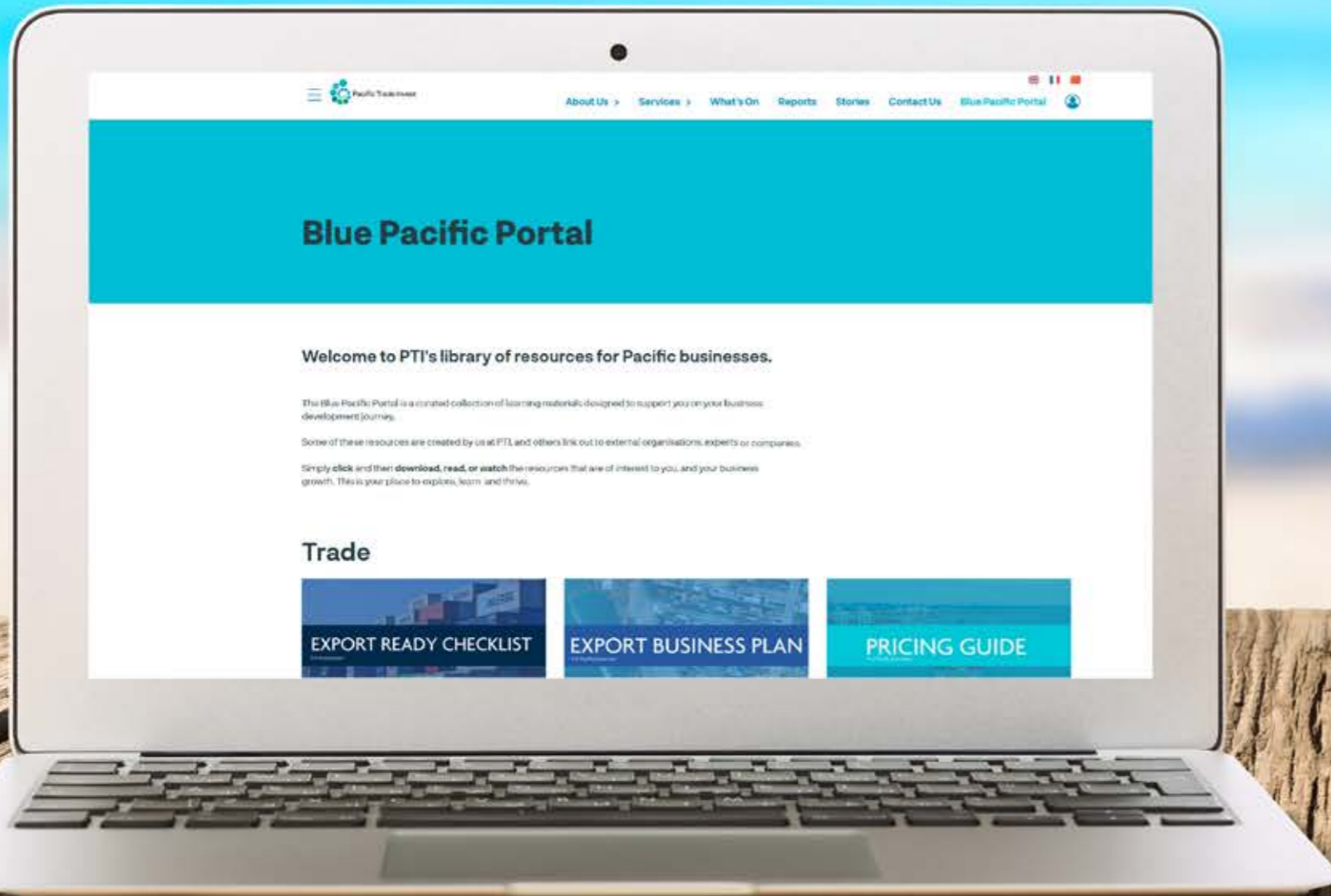
Michaela Long, PTI Australia's Communication and Investment Manager, echoed these sentiments, highlighting the importance of recognising the human stories behind the data.

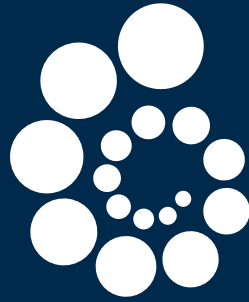
"This decade of research not only underscores the challenges Pacific exporters face, but also amplifies their remarkable resilience and ingenuity. It's a testament to the strength of our region's businesses and communities. At PTI Australia, we remain deeply committed to supporting these exporters and creating pathways for long-term growth and prosperity in the Blue Pacific."

The decade-long survey series stands as a powerful testament to the determination and adaptability of Pacific exporters. By continuing to share these insights and work collaboratively with stakeholders, PTI Australia reaffirms its commitment to building a sustainable and prosperous future for the region by enhancing the Business Enabling Environment across the Pacific.



www.pacifictradeinvest.com





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PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
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